

Ocean Youth Trust Scotland Social Media Policy

Introduction:

Ocean Youth Trust Scotland is committed to creating a positive and inclusive environment for everyone involved in our sail training programmes. Social media can be a powerful tool for communication and community building, but it also requires responsibility and awareness. This social media Policy outlines the expectations and guidelines for the use of social media by volunteers and young people associated with Ocean Youth Trust Scotland.

1. Purpose:

The purpose of this policy is to:

a. Establish guidelines for the responsible use of social media within the context of Ocean Youth Trust Scotland. b. Promote a positive and respectful online culture. c. Protect the privacy and safety of individuals associated with Ocean Youth Trust Scotland. d. Ensure that social media is used to enhance, not undermine, the mission and values of Ocean Youth Trust Scotland.

2. Scope:

This policy applies everyone participating in Ocean Youth Trust Scotland sail training programs. It covers the use of social media platforms both during and outside of official Ocean Youth Trust Scotland activities.

3. Guidelines:

a. **Respect and Integrity:**

- Use social media in a manner that reflects positively on yourself and Ocean Youth Trust Scotland.
- Avoid engaging in any form of online harassment, bullying, or discriminatory behaviour.

b. **Confidentiality:**

- Respect the privacy of others. Do not share confidential or sensitive information about Ocean Youth Trust Scotland, its participants, or fellow volunteers.
- Do not disclose personal information, contact details, or location information of participants without explicit consent.

c. **Endorsement:**

- Clearly distinguish personal opinions from official Ocean Youth Trust Scotland positions.
- Do not imply official endorsement by Ocean Youth Trust Scotland without authorisation.

d. **Content Standards:**

- Refrain from posting inappropriate or offensive content, including but not limited to discriminatory language, hate speech, or explicit material.
- Be mindful of the potential impact of your posts on the reputation of Ocean Youth Trust Scotland.

e. **Photography and Video:**

- Obtain consent before posting photographs or videos of participants by checking the crew list or confirm with the office.
- Refrain from tagging individuals without their consent.

f. **Conflict Resolution:**

- Address conflicts or concerns privately and respectfully. Avoid public discussions that could harm the reputation of Ocean Youth Trust Scotland.

g. **Compliance with Laws and Policies:**

- Adhere to all applicable laws and regulations related to social media use.
- Comply with Ocean Youth Trust Scotland policies and guidelines.

h. **Communicating with Young People on Social Media:**

- It is prohibited to befriend a young person on a private social media account.
- Staff or volunteers should not at any time engage in a private conversation with a young person via any personal account on any social media channel.

4. **Consequences of Violations:**

Violations of this social media Policy may result in disciplinary actions, up to and including termination of employment, volunteer status or expulsion from Ocean Youth Trust Scotland programs. Ocean Youth Trust Scotland reserves the right to monitor and take appropriate action in response to any social media activity that violates this policy.

By participating in Ocean Youth Trust Scotland programs, volunteers and young people acknowledge their understanding and agreement to adhere to this social media Policy.

This policy is subject to periodic review and updates. It is the responsibility of all staff and volunteers to stay informed about any changes to the policy.

Date of Approval: 6th December 2023

Hazel Wiseman

Chief Executive Officer

Ocean Youth Trust Scotland